



**ST.PETE  
CLEARWATER  
FLORIDA**

## Activity Report

**Market:** Germany, Austria and Switzerland  
**Month:** April 2019  
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**KAUS  
MEDIA  
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## 1. MONTHLY ACTIVITY HIGHLIGHTS

- KMS pro-actively promoted VSPC to McDonald's agency 3-sixty-TV, a video-content agency based in Germany. They produce the travel magazine for McDonald's TV that is broadcasted in 750 McDonald's restaurants in the German-speaking countries. The monthly reach adds up to 35 million viewers. We were able to negotiate and secure a month long video spot for St. Pete/Clearwater, which will be broadcasted completely free of charge for VSPV.
- KMS drafted a press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS drafted an additional press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS uploaded the articles of the press release to the travel media network TravMedia at no additional cost for VSPC.
- KMS pitched the idea of an additional FAM trip to St. Pete/Clearwater in September 2019 in order to generate further media coverage about the destination.
- KMS continued following up on all media contacts from ITB Berlin 2019.
- KMS continued following up on all media contacts from IMM Germany 2019.
- KMS continued following up on the journalists who attended the German group press fam trip in November 2018. Almost all attendees have published their articles.
- KMS proactively contacted target media outlets and pitched story ideas in order to generate positive media coverage for St. Pete/Clearwater among top-tier media professionals.
- KMS assisted journalists with their press FAM requests for our destination.
- KMS followed up with journalists who completed individual FAM trips to St. Pete/Clearwater during the last months.
- KMS published new posts on Facebook several times a week.
- KMS monitored all VSPC media clippings that we received in April 2019 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.



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## 2. NEWS RELEASES AND NEWSLETTERS

### 2.1 NEWS RELEASES

**KMS drafted and distributed the following press releases:**

“St. Pete/Clearwater as a pet-friendly destination”

“St. Pete/Clearwater attracts with creative craft-beers and the largest beer-cellar in Florida”

### 2.2 NEWSLETTER

KMS researched story ideas and upcoming events and started collecting information for the next bi-monthly newsletter that will be drafted and distributed in May 2019.



3. MEDIA RELATIONS AND MEDIA LIAISON	
<p><b>Mr. Manuel Kalleder</b> Visit Florida Representative Germany</p>	<p>KMS was in constant contact with Mr. Kalleder, the German PR representative for Visit Florida. We discussed the ongoing, upcoming and new possible individual press FAM trips organized by Visit Florida and the way we may support the ones that are of priority for VSPC. All current FAM trip arrangements are listed in the FAM trip section of this report.</p>
<p><b>Ms. Daniela Egert</b> Freelance Journalist / Fränkischer Sonntag</p>	<p>We stayed in close contact with Ms. Egert who will be in St. Pete/Clearwater from May 6 to 9, 2019. We inquired about her general topics of interest and created an itinerary in coordination with VSPC.</p>
<p><b>Ms. Katharina Rolshausen</b> Saarbrückener Zeitung</p>	<p>Ms. Rolshausen was in SPC from March 22 to March 25, 2019. We stayed in close contact with her and provided her with all the information she needs for her article. We will maintain close communication with the journalist.</p>
<p><b>Ms. Jessica Henze</b> Influencer</p>	<p>Jessica Henze was in SPC from February 26 to February 28, 2019 as part of a campaign of Visit Florida and Steiff. We reached out to her and asked if she has completed her posts of St. Pete/Clearwater. She then sent us the latest Instagram photo. We thanked her for the collaboration.</p>
<p><b>Mr. Jürgen Wieshoff</b> Yacht-Log</p>	<p>We reached out to Mr. Wieshoff as he planned to release a special about yacht-shows in Florida in the April issue of his magazine. He wanted to feature Dunedin in the current issue. We contacted him to ask how we could support him and sent him all the required information. He will send us the article asap.</p>
<p><b>Ms. Manuela Laemmel</b> WOW!</p>	<p>After meeting Ms. Laemmel at ITB Berlin 2019, we stayed in close contact with her regarding a possible FAM trip to St. Pete/Clearwater. As Ms. Laemmel, her husband and her son will be in Florida anyway, we are looking into possible options to support them with accommodation and activities in St. Pete/Clearwater. They will be in SPC from July 11 to 16, 2019. We will stay in close contact with Ms. Laemmel and inform her about the newest developments.</p>
<p><b>Ms. Monika Kaußen</b> BILD der Frau</p>	<p>After meeting Ms. Kaußen at IMM Germany 2019, we stayed in contact with her as she is planning a story about German women living abroad. We researched possible characters that would be a good fit and provided her with suggestions. We sent an email reminder and we will stay in contact with her.</p>



<p><b>Mr. Gregor Berg</b> Front Row Society</p>	<p>After meeting Mr. Berg at IMM Germany 2019, we stayed in contact with him as he inquired about a possible FAM trip to St. Pete/Clearwater. We reached out to him in order to gather further details but did not receive a response yet. We sent an email reminder in order to have a more detailed look at the opportunity.</p>
<p><b>Ms. Thomas Ullmann</b> USA-Reise.de</p>	<p>We maintained the contact with Mr. Ullmann who we met at IMM Germany 2019. He asked for some images and published an article about St. Pete/Clearwater as a pet-friendly destination. We thanked him for the article.</p>
<p><b>Mr. Andreas Dressler</b> Connoisseur Circle</p>	<p>We reached out to Mr. Dressler who showed great interest in St. Pete/Clearwater during a walk-in appointment at ITB Berlin 2019. We inquired about the type of coverage he would like to publish; however, he did not get back to us yet. We will stay in touch with him.</p>
<p><b>Ms. Luisa Eckhard</b> Style Roulette / Influencer</p>	<p>We met Ms. Eckhard at IMM Germany 2019 where she showed great interest in St. Pete/Clearwater. We sent her the current news releases and will stay in touch with her regarding a possible FAM trip.</p>
<p><b>Mr. Marcel Wladasch</b> Travel With Massi / Influencer</p>	<p>We maintained the contact with Mr. Wladasch and kept him up to date via our monthly news releases. He is still very interested in a FAM trip to St. Pete/Clearwater.</p>
<p><b>Ms. Julia Schaeffner</b> Des-belles-chose.de</p>	<p>We maintained the contact with Ms. Schaeffner who we met during ITB Berlin 2019. She is very interested in a FAM trip to St. Pete/Clearwater. We agreed to keep her informed about new developments in St. Pete/Clearwater and will keep her in mind as a possible candidate for a group or individual FAM.</p>
<p><b>Ms. Mia Bühler</b> Uberding</p>	<p>We maintained close communication with Ms. Bühler. She informed us about the third annual issue of the uberding print magazine which will be published in autumn 2019. We are currently gathering more details regarding the exact topics of the magazine.</p>
<p><b>Mr. Tobias Sauer</b> Freelance Journalist</p>	<p>We stayed in contact with Mr. Sauer who reached out to us and to VSPC, as he needed photos of LGBT families for an article where he would like to feature St. Pete/Clearwater. He received the required photos and we assured him to continue researching for a suitable anniversary story-angle.</p>



<b>Ms. Katrin Lehr</b> Vielunterwegs	Ms. Lehr sent us more information and insights about her blog, which happens to be one of the largest travel blogs in Germany (200.000 unique visitors per month). She is still interested in a FAM trip to St. Pete. We will stay in touch with her in order to start planning the details.
<b>Ms. Yannik Fiedeler</b> LuxusInsider	KMS maintained close communication with LuxusInsider and added them to our mailing list in order to keep them up to date regarding St. Pete/Clearwater. We also reached out to them in order to get a media clipping of the article about the Fenway hotel; however, they did not get back to us yet.
<b>Mr. Tobias Hoiten</b> Blogger / Digital Influencer	Mr. Hoiten followed up referring to our meeting at ITB Berlin 2019, again. We assured him that we will keep him in mind regarding possible blogger FAM trips and added him to our mailing list.
<b>Ms. Claudia Scheffler-Perrone</b> Nonsoloamore	Ms. Scheffler-Perrone sent us further information about her blog and her Instagram account. Especially her blog's readership would be a good fit for St. Pete/Clearwater. We will stay in contact with her and will inform her about possible FAM trips.
<b>Mr. Lukas Hofmeister</b> Icelandair	KMS had a very productive call with Mr. Hofmeister. Icelandair would love to work with us, especially with regard to FAM trips. Mr. Hofmeister informed us that they would be happy to offer us a highly reduced flight or maybe even complimentary tickets, if we are planning to do a blogger FAM.
<b>Mr. Sven Schneider</b> Freelance Journalist	We reached out to Mr. Schneider in order to learn his preferences regarding FAM trips. He informed us that he would be happy to do both, whether a group or an individual FAM. We will stay in contact with him.
<b>Mr. Kai Boecking</b> BleisureTraveller	We stayed in contact with Mr. Böcking who was very interested in doing a FAM trip to St. Pete/Clearwater in order to produce one of his TV-shows called "Kai reist". We sent a reminder in order to receive more detailed information about this show; however, he did not get back to us yet so far.
<b>Ms. Yvette Hettinger</b> Migros-Magazin	As Ms. Leuenberger who attended our group FAM trip in November 2018 left the Migros-Magazin, we reached out to her successor in order to get more information about the anticipated publishing date of the article about St. Pete/Clearwater. She advised us that the article will be published on May 15, 2019 at the latest.



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<p><b>Mr. Alexander Sulanke</b> FUNKE Mediengruppe</p>	<p>KMS maintained the contact with Mr. Sulanke. He informed us that his article about St. Pete/Clearwater has been published on April 14, 2019. We thanked him for the article and the successful collaboration.</p>
<p><b>Mr. Philipp Neumayr</b> Rhein-Neckar-Zeitung</p>	<p>KMS stayed in contact with Mr. Neumayr in order to provide him with images and all the relevant information he needs for his article. He did not yet advise us about a publishing date. We will maintain close communication with him.</p>





#### 4. PUBLIC RELATIONS ACTIVITIES

- KMS pro-actively promoted VSPC to McDonald's agency 3-sixty-TV, a video-content agency based in Germany. They produce the travel magazine for McDonald's TV that is broadcasted in 750 McDonald's restaurants in the German-speaking countries. The monthly reach adds up to 35 million viewers. We were able to negotiate and secure a month long video spot for St. Pete/Clearwater, which will be broadcasted completely free of charge for VSPV.
- KMS continued following up with journalists and digital influencers who we had appointments with at IMM Germany 2019.
- KMS continued following up with journalists and digital influencers who we had appointments with at ITB Berlin 2019.
- KMS continued following up on the journalists who attended the German group press fam trip in November 2018. Almost all attendees have published their articles.
- KMS created a google-docs spreadsheet, which contains all appointments of IMM Germany and ITB Berlin 2019. Aside from general information about the respective publications, we added individual recommendations regarding a suitable collaboration in the future.
- KMS pitched the idea of an additional FAM trip to St. Pete/Clearwater in September 2019 in order to generate further media coverage about the destination.
- KMS created a new Media Trip Assistance Request Form for St. Pete/Clearwater which will be used for future FAM requests.
- KMS proactively contacted target media outlets and pitched story ideas in order to generate positive media coverage for St. Pete/Clearwater in the German speaking countries.
- KMS liaised with Lukas Hofmeister from Icelandair and discussed possible collaboration opportunities. As they would like to push their flight to Tampa, Iceland agreed to support us with flights if we are organizing a blogger FAM trip.
- KMS assisted the following journalists with their individual FAM trip requests for our destination: Ms. Daniela Egert (Freelance Journalist for Fränkischer Sonntag), Ms. Manuela Laemmel (WOW Magazine). We stayed in close contact with the journalists who had completed their FAM trips in the last and in the current year: Alexandra von Busse (Reisereporter), Ms. Katharina Rolshausen (Saarbrueckener Zeitung).

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- KMS drafted a possible FAM trip itinerary for Daniela Egert who will visit St. Pete/Clearwater in May 2019.
- KMS drafted a regular press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS made appointment requests with target journalists who will attend IPW 2019.
- KMS drafted an additional press release and distributed it to a large number of target media contacts in Germany, Austria and Switzerland.
- KMS researched story ideas and upcoming events and started collecting information for the next bi-monthly newsletter that will be drafted and distributed in May 2019.
- KMS pitched possible topics for the May press release.
- KMS coordinated various media opportunities with Manuel Kalleder, Visit Florida representative in Germany.
- KMS uploaded the articles of the press releases to the travel PR network TravMedia at no additional cost for VSPC.
- KMS published new posts on Facebook several times a week.
- KMS completed conference calls with VSPC and the Central European Marketing Office in order to synchronize our PR and marketing efforts.
- KMS monitored all VSPC media clippings that we received in April 2019 and evaluated them based on different categories.
- KMS wrote the monthly activity report and sent it to VSPC.

#### 4.1 FAM TRIPS

**Ms. Katharina Rolshausen**  
Saarbrückener Zeitung  
(March 22-25, 2019)

Ms. Rolshausen was in SPC from March 22 to March 25, 2019. We stayed in close contact with her and provided her with all the information she needs for her article. We will maintain close communication with the journalist.



<p><b>Ms. Daniela Egert</b> Freelance Journalist / Fränkischer Sonntag (May 6-9, 2019)</p>	<p>We stayed in close contact with Ms. Egert who will be in St. Pete/Clearwater from May 6 to 9, 2019. We inquired about her general topics of interest and created an itinerary in coordination with VSPC.</p>
<p><b>Ms. Manuela Laemmel</b> WOW – World of Wellness (July 11-16,2019)</p>	<p>After meeting Ms. Laemmel at ITB Berlin 2019, we stayed in close contact with her regarding a possible FAM trip to St. Pete/Clearwater. As Ms. Laemmel, her husband and her son will be in Florida anyway, we are looking into possible options to support them with accommodation and activities in St. Pete/Clearwater. They will be in SPC from July 11 to 16, 2019. We will stay in close contact with Ms. Laemmel and inform her about the newest developments.</p>
<p><b>Group FAM trip Germany</b> (November 11-16, 2018)</p>	<p>VSPC and KMS successfully completed a group press fam trip with seven top-tier media journalists from Germany, Austria and Switzerland from November 11 – 16, 2018. We have continued to stay in contact with the journalists and provided them with images and further required information. Four journalists, Ms. Zwickl, Ms. Telgmann Mr. Sulanke and Mr. Heider, have already published their articles.</p>

## 5. MISCELLANEOUS ACTIVITIES

- KMS prepared agendas for fortnightly conference calls and completed the calls with VSPC and the Central European Marketing Office in order to synchronize our PR and marketing efforts.
- KMS forwarded all requests for marketing and advertising co-operations to the VSPC Central European Marketing Office.
- KMS continuously communicated with the new warehouse in order to ensure that they have all required information to provide the mailing house services for VSPC in Central Europe.



<b>6. KEY PERFORMANCE INDICATORS ACHIEVED</b>				
<b>KPI</b>	<b>Target of 12 months (Oct. 2018 – Sep. 2019)</b>	<b>Amount Achieved in April 2019</b>	<b>Amount Achieved to date</b>	<b>KPIs Remaining in the Fiscal Year</b>
News Releases	12	2	8	4
Newsletters	6	0	3	3
Media Calls	15 – 20 p.m. / 180 – 240 p.a.	17	144	40-100
Media Visits	10 – 15	0	13	0 – 2



**7. APRIL 2019 MEDIA COVERAGE (Generated)**

<b>Print</b>							
	<b>Publication Date</b>	<b>Title</b>	<b>Media Title</b>	<b>Type of Media</b>	<b>Agency Assist</b>	<b>Circulation</b>	<b>Media Value in US-\$</b>
	March 27, 2019	Summer, Sun, Florida	Reise Aktuell	Austrian Travel Magazine	KMS Supported with Information	43.000	11.888
	March 30, 2019	St. Pete / Clearwater – holiday destination for the whole family	Hanauer Anzeiger	Daily Newspaper	KMS Press Release October 2018	15.508	8.550
	April 10, 2019	Florida – St. Petersburg - Clearwater	ADAC Reisefuehrer	Travel Guide	KMS Supported with Information & Imagery	80.000	160.885
	April 14, 2019	The door openers of Saint Petersburg	Berliner Morgenpost	Daily Newspaper	KMS Group Fam Press Trip November 2018	82.770	85.472
<b>Total Print</b>						<b>221.278</b>	<b>266.795</b>



<b>Online</b>							
	<b>Publication Date</b>	<b>Title</b>	<b>Media Title</b>	<b>Type of Media</b>	<b>Agency Assist</b>	<b>Circulation</b>	<b>Media Value in US-\$</b>
1	March 22, 2019	The most beautiful beach of the USA is in St. Pete!	<a href="http://www.touristiknews.de">www.touristiknews.de</a>	Online Travel Trade Magazine	KMS Newsletter March 2019	221.170	3.948
	March 24, 2019	The Museum of Fine Arts and the Dali Museum surprise with new Exhibitions	<a href="http://www.touristiknews.de">www.touristiknews.de</a>	Online Travel Trade Magazine	KMS Newsletter March 2019	221.170	3.948
	April 08, 2019	St. Pete/Clearwater	<a href="http://www.rampagemagazin.com">www.rampagemagazin.com</a>	Online Lifestyle Magazine	KMS Press Release April 2019	150.000	4.498
	April 08, 2019	Perfect for young, old and dog: St. Pete/Clearwater is positioning itself as an animal-friendly holiday destination	<a href="http://www.insideflyer.de">www.insideflyer.de</a>	Online Travel Magazine	KMS Press Release April 2019	180.000	3.637



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	April 11, 2019	Florida: 5 Reasons why you need to travel to St. Petersburg	<a href="http://www.reisereporter.de">www.reisereporter.de</a>	Online Travel Magazine	KMS Individual Press Fam Trip January 2018	2.600.000	103.030
	April 11, 2019	Florida: The Street-Artists of St. Pete	<a href="http://www.reisereporter.de">www.reisereporter.de</a>	Online Travel Magazine	KMS Individual Press Fam Trip January 2018	2.600.000	103.030
	April 11, 2019	The stations of the "Mural Tour" in St. Pete	<a href="http://www.reisereporter.de">www.reisereporter.de</a>	Online Travel Magazine	KMS Individual Press Fam Trip January 2018	2.600.000	103.030
	April 15, 2019	On German Beer Day: St. Pete/Clearwater attracts with creative beer creations and the largest beer cellar in Florida	<a href="http://www.getraenke-post.de">www.getraenke-post.de</a>	Online Special Interest Magazine	KMS Press Release April 2019	20.000	399
	April 16, 2019	On German Beer Day: St. Pete/Clearwater attracts with creative beer creations and the largest beer cellar in Florida	<a href="http://www.insideflyer.de">www.insideflyer.de</a>	Online Travel Magazine	KMS Press Release April 2019	180.000	3.637



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	April 17, 2019	On German Beer Day: St. Pete/Clearwater attracts with creative beer creations and the largest beer cellar in Florida	<a href="http://www.kulinariker.de">www.kulinariker.de</a>	Online Special Interest Magazine	KMS Press Release April 2019	139.023	2.779
	April 17, 2019	Dunedin – The hidden pearl at Clearwater Beach	<a href="http://www.raushier-reisemagazin.de">www.raushier-reisemagazin.de</a>	Online Travel Magazine	KMS Press Release February 2019	85.000	1.684
<b>Total Online</b>						<b>8.996.363</b>	<b>333.620</b>
<b>Total Print + Online</b>						<b>9.217.641</b>	<b>600.415</b>





**8.1 Media coverage resulting from the German group FAM trip in November 2018**

<b>Journalist name</b>	<b>Number of published articles so far</b>	<b>Circulation</b>	<b>Media Value in US-\$</b>
Christina Telgmann	1	4,428,342	180,224
Diana Zwickl	1	1,291,050	401,970
Dinah Leuenberger	0	0	0
Susanne Mueller	26	1,896,729	373,738
Alexander Sulanke	1	82,770	85,472
Philipp Neumayr	0	0	0
Florian Heider	3	1,861,628	159,760
<b>Total</b>	<b>32</b>	<b>9,560,519</b>	<b>1,201,164</b>

**9. TIME BILLING**

<b>CONSULTANT</b>	<b>HOURS</b>
Axel Kaus	32:30
Steffen Hager	58:15
Anjuli Walter	07:45
<b>TOTAL</b>	<b>98:30</b>

## 10. MARKET UPDATE

### **VISIT FLORIDA: GERMAN SUMMER HOLIDAY BOOKINGS INCREASE**

**VISIT FLORIDA launched a travel hub that features a range of resources for travelers with special needs. VISIT FLORIDA travel hub will help to promote the Sunshine State as an ideal destination for traveling with special needs. Visitors can easily find information about accessible attractions, beaches, parks, events and more.**

Florida's theme parks and attractions provide guest services offering information and assistance including wheelchairs, sign-language interpreters, listening devices, etc. Disabled travelers can even experience the thrills of riding many of the rides accessible for wheelchair users.

VISIT FLORIDA President and CEO Dana Young said, "Florida is known for its exhilarating theme parks, serene state parks and beautiful beaches, but what our visitors may not know is that many are accessible to travelers with special needs. We want to take the stress out of planning a Florida vacation and ensure that all travelers know the Sunshine State is a destination that anyone of any ability can enjoy."

Families with children with special needs will also have a multitude of options when planning their vacations to Florida, including a section for traveling with children with autism. Many Florida State Parks also offer accessible camp sites, trails and playgrounds. Oscar Scherer State Park in Sarasota County offers accessible kayak and canoe launches and beach wheelchairs. Many of Florida's world-class beaches and state parks are also wheelchair-friendly, offering wheelchair accessible beach paths and wheelchair rentals.

(Source: travelandtourworld)

## 10.1 TOUR OPERATOR & AIRLINE NEWS

### **LUFTHANSA CIRCLES CONDOR AS EUROWINGS DIVERSIFIES**

**Condor and Lufthansa executives are publicly speculating about a potential takeover of Thomas Cook Group's German airline, while Eurowings will soon start selling tickets on other airlines.**

Lufthansa was already hotly tipped as a likely bidder for Condor as soon as Thomas Cook Group announced in February that it was reviewing the future of its airline business and might sell its carriers in Germany, the UK and Scandinavia as a whole or separately. According to experts, the German market leader, that already owned Condor once before (until 2009), could combine the leisure airline with its budget subsidiary Eurowings to create a leisure travel-focused business with a wide range of European city and beach destinations as well as long-haul tourist routes.

Condor's strong position at its home base of Frankfurt, its long-haul flights from Munich and overall route network from seven German airports make it an attractive takeover target. The airline returned to profit last year following a cost reduction program.

At the annual results press conference last month, Lufthansa CEO Carsten Spohr told journalists that Eurowings already is an effective 'tool' to expand in the growing tourism market and that Lufthansa is now looking at how Condor might be able to support the group. However, he admitted that competition authorities would have their say in any possible Condor deal.

In response, long-serving Condor CEO Ralf Teckentrup told German media last week that he could imagine a takeover by Lufthansa. "If Lufthansa is interested, they should contact our parent company Thomas Cook," he commented. "We are flying from Frankfurt with 16 planes this coming winter. That would fit for Lufthansa," he added.

In fact, the sale process is already a step further and Lufthansa is looking at Condor's finances, according to industry sources. However, Condor declined to comment on this information.



Independent of these moves, Condor is currently focusing on operating stable flights this summer. Sales director Paul Schweiger told fvw: "Tour operators need stability. That's what we offer, regardless of what finally results from Thomas Cook's plans." Condor will add flights from Leipzig to fill part of the gap left by the Germania insolvency.

However, Condor could face new competition from Eurowings in Frankfurt. The budget airline plans to station four long-haul planes for winter 2019/20 and to fly three times a week to Las Vegas, Barbados, Mauritius and Windhoek using 310-seat A330 jets.

Meanwhile, Eurowings sales chief Oliver Wagner is already looking further ahead with ambitious plans to sell seats on other airlines and transportation partners through the airline's website from mid-April onwards. "We will connect other airlines with Eurowings flights through virtual interlining and thus offer many transfer connections with other carriers," he told fvw in an interview.

Also, Eurowings now offers tickets on German long-distance coach operator FlixBus and has signed similar sales deals with National Express, Regiojet and Eurolines.

(Source: [www.fvw.com](http://www.fvw.com))

## **NEW UNITED AIRLINES FLIGHT TO FRANKFURT**

**United Airlines (UAL) launched its 9th daily nonstop flight between the United States and Germany from its hub at Denver International Airport, becoming the only U.S. airline connecting Denver to Frankfurt nonstop. United will operate year-round service between Denver and Frankfurt, Germany.**

"In the last two years, United has added two trans-Atlantic flights from Denver, including our newest addition to Frankfurt, which demonstrates our commitment to growing and investing in Denver," said Steve Jaquith, United's vice president of the Denver hub. "We're proud to provide even more ways we can connect Denver to the world."



From Denver, United will conveniently connect more than 100 cities across North America to Frankfurt. From Frankfurt, United's new service provides customers with easy one-stop access to more than 90 destinations, including key centers of business and tourism like Barcelona, Budapest, Paris, Prague, Rome and Vienna.

"United is committed to expanding our global network for our customers and our employees and we are excited to continue this growth today with the start of new service between Denver and Frankfurt," said Jake Cefolia, United's senior vice president of Worldwide Sales. "From the mid-continent United States to the rest of the world, United offers customers traveling for business or leisure more choice and more international flights and destinations than any other carrier."

United's new service between Denver and Frankfurt is the only nonstop service from Denver to Germany by a U.S. carrier and is the airline's ninth flight between the United States and Frankfurt. United currently operates daily nonstop service between Frankfurt and its hubs in Chicago, Houston, New York/Newark, San Francisco and Washington Dulles.

Booking travels to Frankfurt and beyond is also an opportunity for United MileagePlus members to enjoy the benefits of their membership. MileagePlus Premier and eligible United MileagePlus Chase cardmembers can book Everyday Awards on flights operated by United and United Express. If a seat is available, eligible members have unrestricted access to book an Everyday Award, even if it is the last seat on the plane. Tickets are available to purchase on [united.com](http://united.com).

"Adding additional nonstop service to Frankfurt means expanded opportunities for jobs and our local economy," said Denver Mayor Michael B. Hancock. "Connecting Denver to the rest of the world deepens and diversifies our air service network, elevating our city's position in the global economy"

United Airlines has served the Denver community since 1937 and is the only airline to continuously operate service in Denver – operating 6.5 million flights and serving more than 580 million customers.



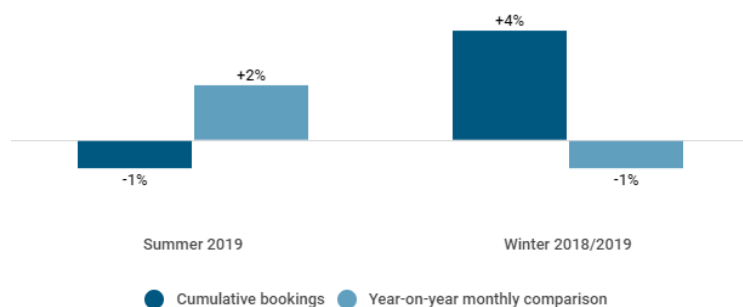
“We welcome United’s continued expansion at Denver International Airport,” said Denver International Airport CEO Kim Day. “These new flights to Frankfurt will not only provide a new option for Denver travelers to access the heart of Europe, but will strengthen Denver’s position as a premier connecting hub in the global Star Alliance network.”

(Source: rustourismnews.com)

## 10.2 GERMANY ECONOMY NEWS

### GERMAN SUMMER HOLIDAY BOOKINGS INCREASE

**Summer holiday bookings in Germany picked up moderately last month but still remain weak overall, according to the latest sales figures from GfK.**



Source: GfK

Compared to the level of March 2018, summer holiday bookings in travel agencies and online grew by 2 % last month, the market researchers’ analysis of sales by 2,000 representative travel agencies, OTAs and tour operator websites showed. Again, growth was mostly generated by online sales rather than by travel agencies whose sales were at last year’s levels.



On the positive side, this was the second consecutive month of low growth after a 1 %-rise in February and may mark a turnaround in demand for summer holidays after lower sales in November, December and January (which showed a sharp 9 %-drop).

Overall, however, there is still a cumulative decline of 1 % for all bookings of summer 2019 holidays since last November; but this figure is in comparison to very high booking levels early last year, with summer holiday sales up by 15 % as of end-March 2018.

Many experts believe the current slow bookings are due to consumers waiting to see whether the summer of 2019 in Germany will again be a hot summer, like last year. As a result, the German organized travel industry is now pinning its hopes on strong late sales to generate growth this year.

In terms of detailed figures for summer 2019, demand is down for spring-break holidays, with a 14 %-fall for May and a 10 %-rise for June (when many German states have a one-week school holiday for Pentecost).

Bookings are also slightly lower for July, August and September. Only October (when many regions in Germany have school holidays) is currently above last year's levels, with a 7 %-rise. Meanwhile, winter 2018/19 looks likely to close with a 4 %-rise in revenues, even after a 10 %-increase in the previous winter. Winter bookings in March were 1 % lower than last year but this did not change the overall growth figure. With this year's late Easter holiday, bookings for March are down by 14 % while April is showing a very strong 31 %-increase in sales revenues.

(Source: [www.fvw.com](http://www.fvw.com))



**ST.PETE  
CLEARWATER  
FLORIDA**

## Contact

If you have any questions regarding this report, please do not hesitate to contact us.

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# ROOSTER<sup>PR</sup>

GLOBAL BRAND COMMUNICATORS



**ST.PETE  
CLEARWATER  
FLORIDA**

<b>REPORT</b>	PR Activity Report
<b>CLIENT</b>	Visit St. Pete/Clearwater
<b>MONTH</b>	April 2019

**Waterloo House, 207 Waterloo Road, London SE1 8XD**

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## Key Performance Indicators

KPI	Target over 12 months (Jan 2019 – Dec 2019)	Amount Achieved in April 2019	Amount Achieved to date	KPIs Remaining
Press releases	5	0	1	4
Media visits	15	1	10	5
Media briefings	30	6	39	0 (+9)
Coverage	Broadsheet: 14 Tabloid: 18 Regional: 14 Trade/B2B: 8 Consumer: 20 Broadcast: 1 Blogs: 8	Broadsheet: 0 Tabloid: 4 Regional: 0 Trade/B2B: 0 Consumer: 2 Broadcast: 0 Blogs: 1	Broadsheet: 4 Tabloid: 7 Regional: 0 Trade/B2B: 4 Consumer: 13 Broadcast: 0 Blogs: 1	Broadsheet: 10 Tabloid: 11 Regional: 14 Trade/B2B: 4 Consumer: 7 Broadcast: 1 Blogs: 9

## Year to date totals (as of 30 April 2019)

YTD total circulation	TYD total AVE value	YTD total PR value
402,611,107	£1,569,546	£3,923,864

## Coverage

Category	Date of publication	Publication	Journalist	Article	Circulation/MUUs
Consumer	16 April	Attraction-Tickets-Direct.co.uk	Simon & Susan Veness	<a href="#">A day in Tarpon Springs</a>	82,680
Blog	21 April	ShipsandChampagne.com	Flavia Gray	<a href="#">A great day out at Clearwater Marine Aquarium</a>	2,850
Tabloid	23 April	Mirror.co.uk	Harriet Flook	<a href="#">Clearwater hailed as America's best beach - here's what not to miss if you visit</a>	91,138,282
Consumer	27 April	Heat Magazine	Louise Bennett	Booze Breaks	123,948
Tabloid	27 April	The Sun	Jo Hernon	Let the Beer Flo	1,403,779
Tabloid	27 April	TheSun.co.uk	Jo Hernon	<a href="#">LET THE BEER FLO</a>	73,800,000
Tabloid	27 April	TheScottishSun.co.uk	Jo Hernon	<a href="#">LET THE BEER FLO</a>	2,500,000

**N.B:** All 2019 coverage can be viewed on [CoverageBook](#) and the running press trip log can be viewed [here](#).

## Activity

### Key Pitches/Media Liaison

<b>Journalist/blogger</b>	<b>Outlet</b>	<b>Topic</b>
Samantha Cope	<b>Sunday People</b>	Liaison regarding hotel lead-in rates for feature
Sam Williams	<b>Florida Friday</b>	Spa and wellness activities in St. Pete/Clearwater
Ronan O'Shea	<b>Freelance (Escapism, ES, Lonely Planet)</b>	Pitched press trip to St. Pete Pride or SHINE Festival
Robyn Wilson	<b>Freelance (Telegraph, Vice, Rough Guides, Independent)</b>	Pitched press trip to St. Pete Pride or SHINE Festival
Louise Bennett	<b>Heat Magazine</b>	Liaison regarding craft beer scene in St. Pete/Clearwater
Jane Fry	<b>Affinity Weddings</b>	Pitched to include Mackenzie in Real Life Weddings
Harriet Charnock-Bates	<b>Hello magazine</b>	Pitched press trip for later in the year, awaiting feedback
Natasha Radmehr	<b>Scottish Wedding Directory</b>	Pitched the Don CeSar as an Instagram-able hotel
Annabel Mackie	<b>OK! Magazine</b>	Liaison regarding hotel lead-in rates for feature
Nigel Tisdall	<b>Freelance (Telegraph, Mail)</b>	Liaison re trip to Florida in June, awaiting feedback
Ian Sclater	<b>Art Mag</b>	Liaison regarding Museum Mecca release
Uwern Jong	<b>Out There</b>	Pitched press trip to experience St. Pete Pride
Simon Hage	<b>Gay Times</b>	Pitched press trip to experience St. Pete Pride
Flavia Gray	<b>Ships &amp; Champagne</b>	Liaison regarding her trip, blog & social coverage
Simon & Susan Veness	<b>The Telegraph</b>	Liaison regarding St. Pete/Clearwater hotel reviews and Tarpon Springs article
Tamsin Eames	<b>ITV This Morning</b>	Pitched the Don CeSar spa for 'Wish Upon a Spa' segment

### Activity

- Rooster researched new pitch/story opportunities to pursue with high-value target media
- Rooster began development of Dunedin FL vs Dunedin Scotland press release
- Rooster collated notes following IMM media meetings and shared with client
- Rooster continued liaison with Visit Florida re winter co-op campaign media trip with Hand Luggage Only

- Rooster continued planning and outreach to brewery partners for Craft Beer Channel partnership and provided ongoing updates to client
- Rooster continued planning London Shuffleboard media & trade event (16 May), including:
  - Inviting media
  - Liaison with venue re set up, food & beverages
  - Providing options for sweet foods to offer guests
  - Researching beer importing costs for the event
  - Providing options for destination imagery at the event
- Rooster attended recce at Kew Gardens with Global Travel Marketing, ahead of potential event; event no longer going ahead
- Rooster participated in fortnightly PR update/planning calls
- Ongoing update of coverage log and CoverageBook for accurate client reporting and uploading articles to SimpleView
- Ongoing liaison with VSPC re various trip updates and destination updates

### **Media Trips**

- Rooster liaised extensively with VSPC and partners to arrange the following press trips:
  - Yaya and Lloyd, Hand Luggage Only (bloggers)

## Social Media

### Facebook

- Rooster continued with customer responses and general management of the page
- Total page likes (UK) changed from **7,388** to **7,411** (an increase of 23)
- Total engagement (clicks) rate: **309**
- Total reach of our posts: **7,992**
- Total impressions including shares/likes/news feed placement: **11,514**
- The most popular post was the **Travel Channel article** shared on 12 April. The post received **9 likes**, but no **comment** or **shares**, leading to a reach of **1,695**. There were **58 clicks** on the post (right).

**Visit St. Pete/Clearwater (GB, IE, SE, ...)** Like Page

Published by Jo Kendall [?] · 12 April at 09:06 · 🌐

Secret's out! Discover Dunedin's small town charm in this article by the Travel Channel 🍌🌴🍌  
#LiveAmplified <https://bit.ly/2VLnk68>

TRAVELCHANNEL.COM  
**10 Secret Florida Destinations Where Tourists Can't Find You**  
Sunny Florida's most popular destinations, like Orlando and Key West, ar...

Get more likes, comments and shares  
Boost this post for £23 to reach up to 13,000 people.

**1,695** People reached      **68** Engagements      [Boost Post](#)

Alison Smith, Mona Graham and 8 others

## Forthcoming activity and priorities

### **Activity**

- Rooster to continue seeking media coverage opportunities and pitching new VSPC openings for 2019 to media
- Rooster to continue planning and outreach to secure Craft Beer Channel visit (May)
- Rooster to continue planning London Shuffle media event (16 May)

### **Social Media**

- Rooster to update the social media calendar to suit UK market and upload posts twice weekly
- Rooster to continue managing customer queries

### **Press Trips**

- Ongoing monitoring of media requests and liaison with media and bloggers
- Continue pitching to key media targets for destination trips from now 2019 onwards (avoiding St. Pete Pride time)
- Rooster to continue research for wedding/honeymoon journalist to visit from May 2019 onwards, ahead of wedding season
- Rooster to continue research for media to attend the Clearwater Jazz Festival in October 2019, in exchange for a feature

### **Press Release/Pitches**

- Rooster to finalise and issue Dunedin FL vs Dunedin Scotland press release
- Rooster to draft press release on notable locals of St. Pete doing great things for the area
- Rooster to draft press release on top 5 places in St. Pete/Clearwater to get married
- Rooster to pitch new Circle of Heroes Underwater Memorial to media
- Rooster to continue pitching VSPC according to 2019 UK travel trade forward features

## Contact Rooster PR

If you have any questions regarding this report, please do not hesitate to get in touch.

Your Rooster VSPC team is:

**James Brooke**, Managing Director

**Nick Wheywell**, Head of Digital

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# NJF

## Memo

**To:** Leroy Bridges; Mackenzie Monteiro

**From:** NJF

**Date:** May 1, 2019

**Subject:** Account Activity April 2019

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We are pleased to provide highlights of public relations activities undertaken by NJF during the month of April 2019.

### MEDIA PLACEMENTS

- **Total Placements YTD: 62**
  - **Impressions YTD: 401,001,741**
  - **Total Earned Media Value YTD: \$9,290,009**

Outlet	Media Type	Journalist	Topic	Impressions	Date
Travel Channel	Online	Erin Gifford	Dunedin	9,434,757	4/5/19
TravelPulse	Online	Mia Taylor	St. Pete Pride	698,359	4/8/19
AARP	Online	Kitty Yancey	Clearwater Beach	21,996,352	4/17/19
Departures	Online	Ellie Nan Storck	Clearwater Beach	466,379	4/18/19
Thrillist	Online	Jennifer Agress	St. Pete	11,511,314	4/22/19
Condé Nast Traveler	Online	Paul Rubio	Florida Beaches	5,351,474	4/26/19

Le Devoir	Online	Allison Van Rassel	Dunedin Press Trip	678,756	4/27/19
Le Devoir	Print	Allison Van Rassel	Dunedin Press Trip	32,412	4/27/19

#### UPCOMING MEDIA PLACEMENTS

Outlet	Journalist	Topic	Run Date
Real Simple	Anna Maltby	St. Pete	August 2019
Journal De Montreal	Marie Poupart	Blue Jays Stadium	TBD
Fatherly	Joshua David Stein	St. Pete	TBD
CNBC Online	Jimmy Im	Winter/Spring Travel	TBD
Sunseeker	Teresa Bitler	Dunedin/Fenway Hotel	TBD
Wherever Family	Teresa Bitler	Honeymoon & Caladesi Islands	TBD
PaperCity	James Brock	Destination Feature	TBD
The Dallas Morning News	Katherine Rodeghier	St. Pete's "Renaissance"	TBD
Canadian Travel Press	Ann Ruppenstein	Beaches around the world	TBD

#### EVENTS

- **Royal Palms Chicago Shuffleboard Event - May 1**
  - Conducted outreach to invite Chicago-based editors, journalists and influencers to the event. Confirmed attendees include:
    - Journalists
      - Andrea Guthmann - Freelance (Chicago Parent, The Traveling Mom)
      - Christina Paull - Freelance (Family Travel with Colleen Kelly)
      - Courtney Fries - Freelance (Chicago Parent, Family Vacation Critic, AAA)
      - Donna Bozzo - ABC 7 Chicago
      - Jacky Runice - Freelance (USA Today, CBS Chicago, Chicago Biz Online)
      - Lisa Lubin - Freelance (Chicago Tribune, Hemispheres, West Jet)
      - Lori Rackl - Travel Editor, Chicago Tribune
      - Maria Chambers - Chicago Editor, Red Tricycle
      - Nik White - Co-Founder, Chicago Beer Geeks

- Zach Long - Deputy Editor, TimeOut Chicago
- Influencers
  - Caitlin Patton - @caitpatton
  - Caitlin + Dani - @onceuponadollhouse
  - Cara Fries - @marvelousinthemidwest
  - Ceta Walters - @clarkandstone
  - Emma Lenhart - @emmaklenhart
  - Janette Malik - @myhungrybites
  - Leyla - @secondcitymom
  - Megan - @bowtifullife
  - Natasha Malik - @tashamalik
  - Pauline Im - @chicagofoodgirl
  - Rach DiMare - @rdulay
  - Sany Nguyen - @sany.delight
  - Sapna Dalal - @vegtourist
- Liaised with the Royal Palms Chicago team to discuss logistics for the upcoming event.
- Continued discussing and finalized options for the food offering with the catering company, Corner Farmacy.
- Liaised with Michael Lynn and the Royal Palms Chicago team to discuss shipping beer to the venue prior to the event.
- Worked with the VSPC team to compile items for the takeaway bags.
- Created a briefing book outlining each attendee and sent to the VSPC team on 4/29.
- Drafted a run of show for the event; shared with the VSPC team on 4/29.
- Organized Uber codes for the journalists for transportation to and from the event.

## **MEDIA VISITS**

- **Confirmed**
  - Simply Gluten Free - Alex Beaven: April 16 - 18
    - Liaised with the VSPC team to arrange the following:
      - Accommodations at The Avalon
      - The James Museum of Western & Wildlife Art - 4/17
      - American Stage - 4/19
    - Followed up with Alex after her visit for feedback and assistance with story development.
  - Real Simple - Anna Maltby: April 21 - 26
    - Worked with the VSPC team to confirm the following:
      - Booking flights from NYC to and from the destination
      - Accommodations at The Vinoy
      - Lunch at LOCALE Market
      - See Through Canoe Experience at Fort De Soto
      - Dinner at Left Bank Bistro
      - Breakfast at Craft Kafe with Mackenzie Monteiro
      - Beach Time in Pass-A-Grille/St. Pete Beach

- Visit to Sunken Gardens
  - Visit to The Dali Museum
  - Dinner at Annata Wine Bar
  - Beach Time at The Don CeSar
  - Visit to the Imagine Museum
  - Explore downtown St. Pete
  - Dinner at Brick & Mortar
  - Held conversations with Anna after her visit for feedback and assistance with story development
- Smithsonian - Jennifer Billock: April 28 - May 2
  - Liaised with Jennifer and VSPC team on finalizing her itinerary, which included:
    - Flights to and from the destination
    - Accommodations at The Vinoy
    - Lunch at Bodega
    - Visit to the Imagine Museum
    - Drinks at Webb's City Cellar
    - Exploring Central Ave
    - Dinner at Ichicoro Ane
    - Walking Mural Tour with Derek Donnelly
    - Lunch at Locale
    - Visit to the Museum of Fine Arts
    - History Tour at The Vinoy
    - Dinner at Il Ritorno
    - Visit The Dali Museum
    - Mingle Single Tournament - St. Pete Shuffleboard Club
    - Lunch at Ted Peters Famous Smoked Fish
    - Accommodations at the Fenway Hotel
    - Tour at Fenway Hotel
    - Sunset Cocktails at HiFi Rooftop Bar
    - Dinner at The Black Pearl
    - Electric biking around Dunedin
    - Lunch at Olde Bay Café
    - Beers at Dunedin Brewery
    - Explore Dunedin
    - Dinner at The Restorative
  - Held conversations about renting a car for Jennifer in the destination; she decided to take Ubers instead.
- @Marvelousinthemidwest - Cara Fries; May 20 - 22
  - Began conversations with Cara about a stay in exchange for social coverage
  - Worked with the VSPC team to confirm the following:
    - Accommodations at The Don CeSar
  - Shared recommendations for an itinerary for the visit

- Recommended boarding options for her dog that is coming with her to the destination.
- **Pending**
  - Texas Lifestyle - Marika Flatt: August TBD
    - Continued the conversation with Marika about her potential upcoming visit; Marika is confirming dates in August that will work best and NJF will work with Treasure Island team to host her in the destination once exact dates are set.
  - @TheDailyTay - Taylor Wolfe: November TBD
    - Began liaising with Taylor about a potential visit the destination in November in exchange for social posts.

## **PITCHING AND OUTREACH**

- Continued outreach on a pitch surrounding the new exhibits at The James Museum of Western & Wildlife Art, The Museum of Fine Arts, The Dali Museum, and the Imagine Museum to short lead travel, lifestyle, and art outlets including (but not limited to):
  - **ArchitecturalDigest.com**
  - **Forbes.com**
  - **Galerie.com**
  - **OprahMag.com**
  - **PureWow.com**
- Distributed an agency roundup on top beer destinations to travel to this summer, including St. Pete, to short-lead F&B and lifestyle outlets including (but not limited to):
  - **BostonGlobe.com**
  - **Esquire.com**
  - **Imbibe.com**
  - **Thrillist.com**
  - **Saveur.com**
- Drafted and distributed a pitch on St. Pete as an ideal under the radar bachelorette party destination, highlighting Central Ave, Downtown St. Pete and The Don CeSar's "Girlfriend Getaway" package to short lead travel and lifestyle outlets including (but not limited to):
  - **Brides.com**
  - **Cosmopolitan.com**
  - **ThisIsInsider.com**
  - **POPSUGAR.com**
  - **TravelandLeisure.com**
- Drafted and distributed a roundup pitch on camping and glamping offerings around the country for summer, including St. Pete's VW Campers, to short-lead travel and lifestyle outlets including (but not limited to):
  - **CNTraveler.com**
  - **Fodors.com**
  - **LonelyPlanet.com**
  - **OutsideOnline.com**
  - **RD.com**

- Pitched St. Pete/Clearwater to the following media for one-off opportunities:
  - **AFAR**, Adam Groffman - Pride Festivals Around the World
  - **BuzzFeed Bring Me** - Dali Museum's AI Exhibit
  - **Esquire** - Katie Jackson - Dali Museum's AI Exhibit
  - **Parents**, Karen Cicero - Parents' Kids Travel Awards
    - Coolest Themed Hotel Room
    - Destination for Zika-Obsessed Moms
    - Destination Where The Grandparents Are Coming Along
  - **Reader's Digest**, Aviva Patz - Best Mother-Daughter Trips
  - **SHAPE**, Kiera Carter - Stand-Up Paddle Boarding

## MISCELLANEOUS

- Shared Condé Nast Traveler Readers' Choice Awards survey along with voting tactics for VSPC to implement on 4/1.
- Liaised with Leroy about Courtney and Christy joining a meeting in NYC to discuss the activation during LifeFM's Broadway in the Park on May 6.
  - Provided a hotel rate from The James Nomad for the VSPC team; VSPC declined.
- Compiled and researched Spring 2019 trends in travel, f&b and hospitality and shared with the VSPC team on 4/16.
- Scheduled an in-person meeting with the Bread & Butter team to discuss The Don CeSar and destination PR goals for 2019 on May 12 in NYC.
- Continued to add all coverage and journalists to SimpleView.
- Participated in bi-weekly conference calls with VSPC team to discuss initiatives including:
  - Royal Palms Chicago Event
  - Broadway in the Park
  - Philadelphia Event
  - Dali Lives Event NYC
  - Media Visits
  - Hotel Development
  - Art & Culture Updates
  - Upcoming Museum Openings & Exhibits
  - New Restaurant/Bar Updates